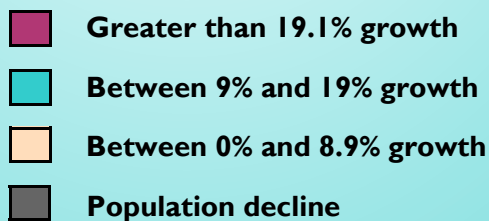
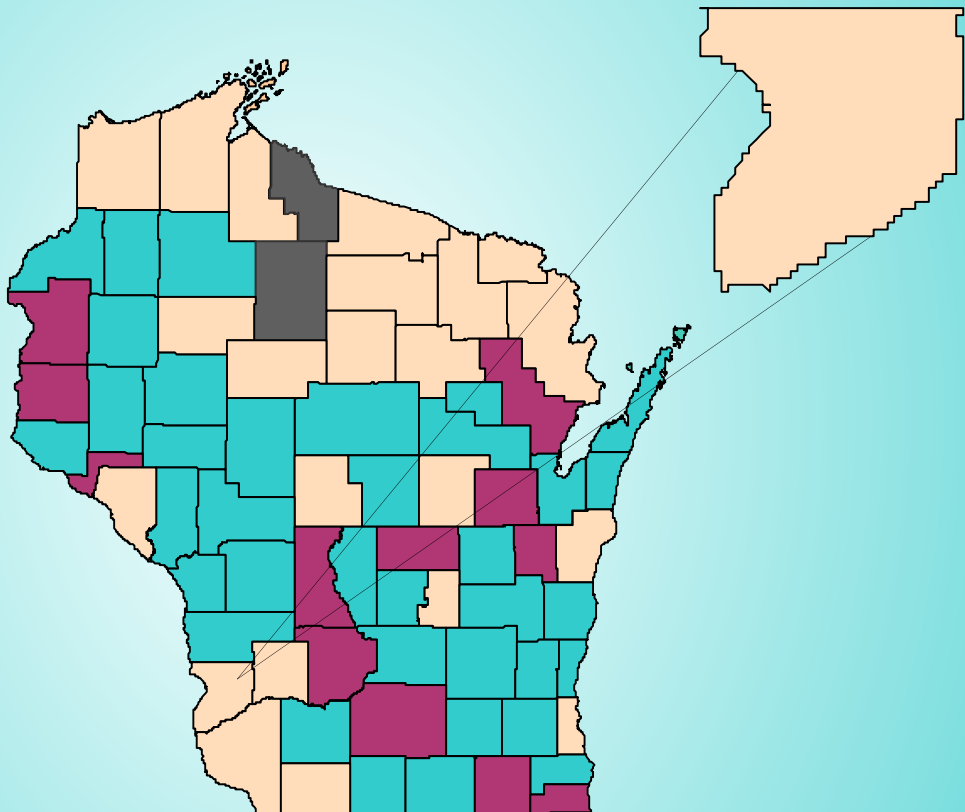


Crawford County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population in Crawford County increased 0.9 percent from April 2000 through December 31, 2001, adding 163 new residents. These additional 163 residents came mostly from individuals moving into the county. This increase in Crawford County's population would be considered slow, at best. During the same time period the national population grew by two percent and the state population grew by 1.7 percent.

For the second straight year, the fastest growing municipality in Crawford County was Seneca, experiencing an 2.5 percent increase in population since April 2000. The largest numerical increases in population were in the towns of Seneca and the town of Bridgeport, each increasing by 22 persons during the time period.

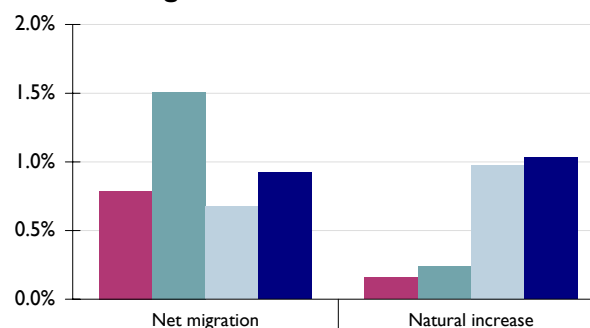
The migration rate in Crawford County was lower than the 0.9 percent migration rate in Wisconsin and it lagged the experience of other non-metropolitan counties in the state as well. Approximately 136 individuals moved to the county since 2000.

The increase in population from natural causes totaled just 27 even though there were 336 births in the county. The median age in Crawford County in 2000 was 38.9 years, one of the highest in Wisconsin. This is the primary reason why the increase in

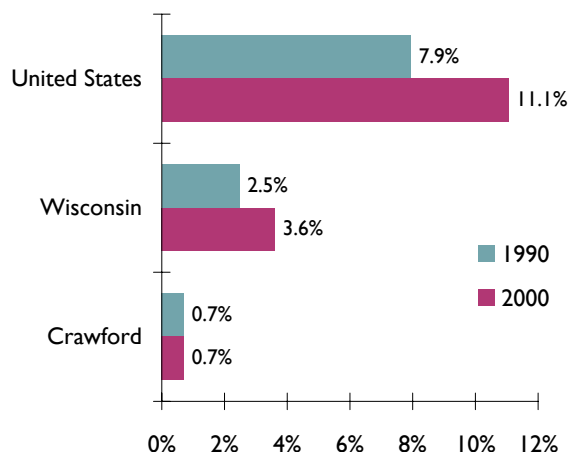
Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Crawford County	17,243	17,406	0.9%
Largest Municipalities			
Prairie du Chien, City	6,018	6,022	0.1%
Prairie du Chien, Town	1,076	1,092	1.5%
Bridgeport, Town	946	968	2.3%
Clayton, Town	956	956	0.0%
Seneca, Town	893	915	2.5%
Eastman, Town	790	799	1.1%
Wauzeka, Village	768	778	1.3%
Freeman, Town	719	721	0.3%
Utica, Town	674	680	0.9%
Soldiers Grove, Village	653	651	-0.3%

Net migration and natural increase



Share of Foreign-born Residents



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

population from natural causes is so much lower than other counties.

Crawford County is still mostly populated with white residents. Crawford County's share of foreign-born residents is very low compared to the United States, and even Wisconsin.

Crawford County Workforce Profile

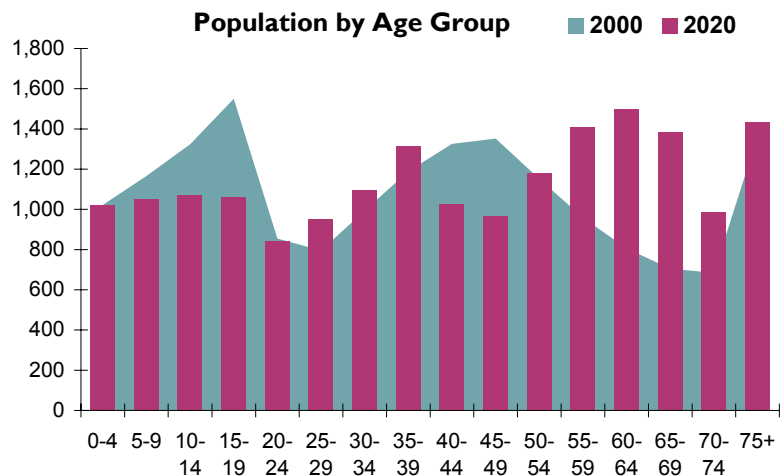
Population Projections by Age Groups in Crawford County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	534	593	700	890	520	393	509	576	669	672	592	456	418	347	327	521
Female	488	573	624	660	335	403	484	614	657	680	560	503	387	358	357	843
2005																
Male	501	565	619	758	677	515	414	533	604	693	692	606	460	393	292	532
Female	479	517	600	592	495	369	428	503	644	682	706	593	500	362	319	838
2010																
Male	517	524	584	672	577	671	545	436	563	630	720	713	619	437	333	517
Female	494	502	536	568	443	540	393	447	531	673	712	752	593	467	323	806
2015																
Male	523	533	538	625	506	567	701	570	458	584	651	738	723	587	369	537
Female	500	510	517	504	421	481	567	408	471	554	699	753	748	551	415	781
2020																
Male	521	536	546	573	468	495	590	728	597	475	604	668	750	686	496	581
Female	498	513	524	486	373	458	504	586	430	492	578	742	749	696	491	851

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

Barring some unforeseen or radical change in the county's make-up and demographic pattern, Crawford County will not be able to reverse its population trend. Nationally, more births are occurring in non-white populations, plus a median age of nearly 40 cannot be overlooked, and that median age will only increase in the years to come.

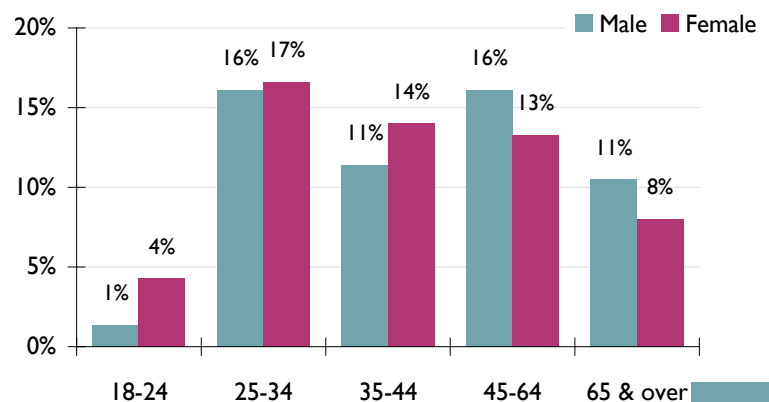
Population age projections illustrate that the share of population over the age of 60 will increase from 27 percent in 2000 to 35 percent in 2020 as the population under 20 years old declines from 25 percent to 22 percent.



From 2000 to 2020 total population is projected to increase by just over 1,000 residents. Amazingly, the population under 60 will increase by just 165 persons. The population over 60 will increase by 877 and that older population will account for 84 percent of the increase in Crawford County's population in the next 20 years.

A noticeable trend in Crawford County, as well as in the state, is that a higher share of younger females have a bachelor's degree than men. In, older generations males have higher percentages of college degrees; the generations where more men attended college than women.

Percent of age group with at least a Bachelor's degree in Crawford County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional, population.

The top graph illustrates that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

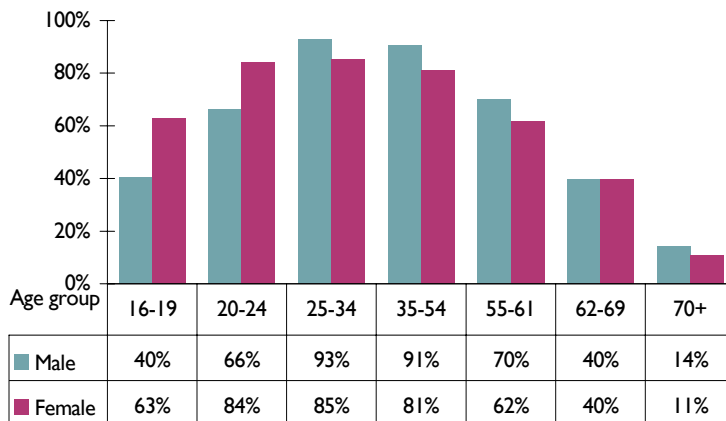
In 2002, the LFPR in Wisconsin of 73 percent placed Wisconsin among the five highest states in the United States. The overall participation rate in Crawford County in 2002 was 79.6 percent, higher than in the state and substantially higher than the 67 percent rate in the nation. It's quite likely that LFPR in Crawford will decline in the future as the county's average age increased.

These issues (declining LFPR, increasing population over 60) will need to be addressed in the next 5-10 years, otherwise the Crawford County economy will have difficulty growing in the future.

In the future, increasing the participation rate among Crawford County's older population could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups the graph on the right shows the number of residents in 2020 that will be in the labor pool. By 2020, even though the number of residents will increase, the number who participate in the labor force will decline from 10,350 in 2002 to 8,800 in 2020.

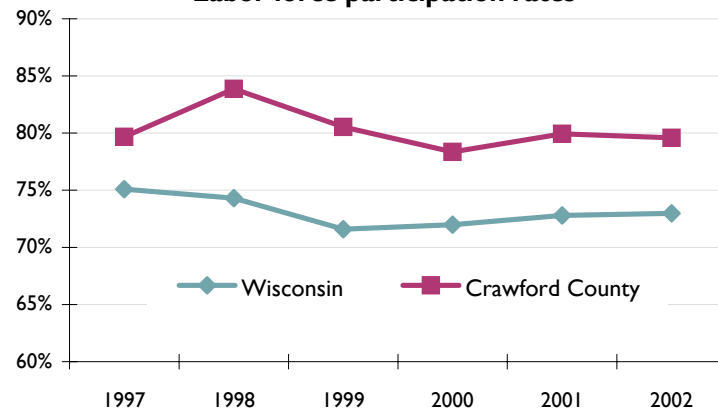
Of the roughly 10,350 residents who currently participate in the labor force about 9,800 are employed and 550 are unemployed. The number of employed is down from a high in 1998 due to the recession and loss of jobs in the county. In 2002, Crawford County unemployment rates climbed to their highest level since 1994.

Crawford Labor Force Participation by Age & Sex in 2000



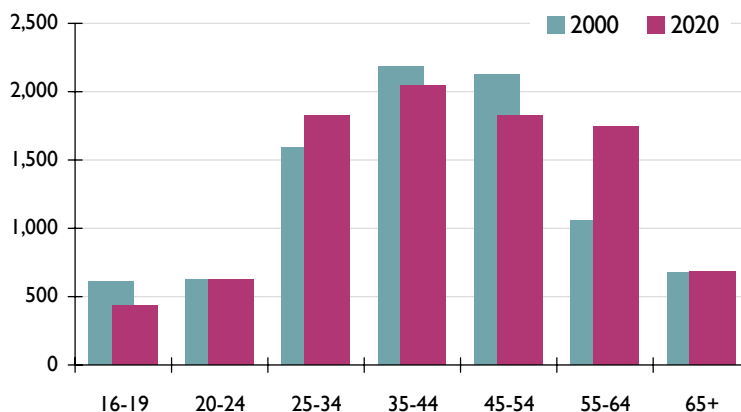
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Crawford County



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

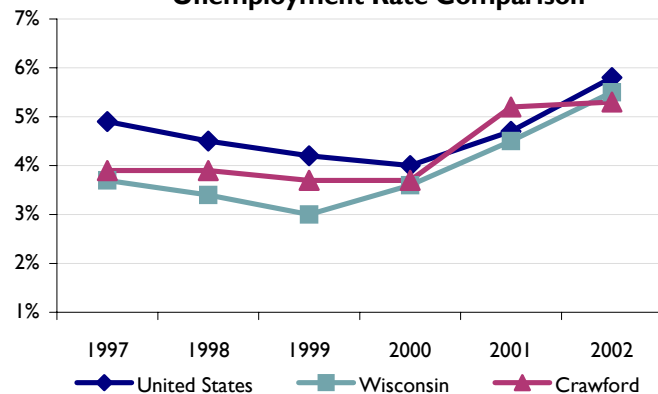
(Continued on page 4)

Crawford County Workforce Profile

When the economy recovers, labor shortages will once again become a major issue for employers. In the recovery to come, unemployment rates will decline.

By the year 2020, labor shortages will be acute in Crawford County. Even with no increase in jobs in the county (unlikely, as older persons consume service industries at a higher rate) and a projected total labor force in 2020 of 8,800, the unemployment rate in Crawford County will be below one percent.

Unemployment Rate Comparison



Crawford County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	9,697	10,315	9,781	10,145	10,292	10,336
Employed	9,317	9,915	9,423	9,767	9,761	9,793
Unemployed	380	400	358	378	531	543
Unemployment Rate	3.9%	3.9%	3.7%	3.7%	5.2%	5.3%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Crawford County is in the Western region of the state and the list of jobs on the right is representative of the jobs in that eight county region.

The greatest numerical demand for workers is found on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs and workers often leave these jobs as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and office clerks. All three require a greater degree of education and the wage scales reflect this.

The 'Fastest Growth' occupations are often referred to as "hot jobs", usually with higher training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from five jobs to ten jobs increased 100 percent, whereas an occupation that changes from 2,000 to 2,500 jobs increased only 25 percent.

Western Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.65
	Network/Computer Systems Admin	Bachelor's degree	\$23.49
	Medical Records/Health Info Techs	Associate degree	\$11.43
	Medical Assts	1-12 mo. on-the-job training	\$10.61
	Personal and Home Care Aides	1-month or less training	\$8.25
	Computer/Information Systems Mgrs	Work experience & degree	\$29.77
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.30
	Computer Systems Analysts	Bachelor's degree	\$24.14
	Home Health Aides	1-month or less training	\$9.03
	Dental Assts	1-12 mo. on-the-job training	\$10.93
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.91
	Cashiers	1-month or less training	\$7.60
	Retail Salespersons	1-month or less training	\$9.04
	Waiters/Waitresses	1-month or less training	\$7.55
	Registered Nurses	Bachelor's degree	\$20.23
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Office Clerks/General	1-month or less training	\$10.27
	Bartenders	1-month or less training	\$7.41
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.95

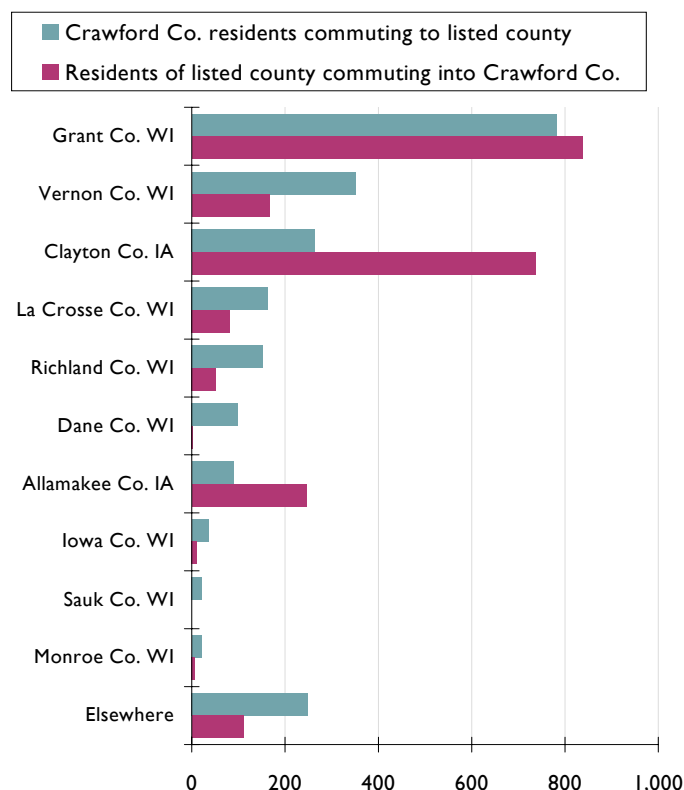
* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

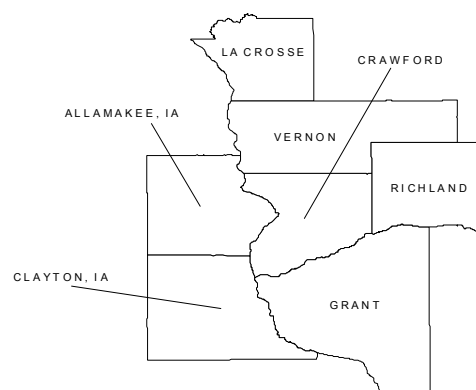
Crawford County residents have vibrant and interactive commuting patterns. They make their daily commutes 'alone' more than ever before. In the 1990 Census, 63 percent of residents drove alone to work and 13 percent carpooled. According to Census 2000, 73 percent of Crawford County residents drive to work alone and 11 percent carpool.



There's been another drastic change in Crawford County commuting patterns in the last ten years. According to the 1990 Census, Crawford County lost a net of 567 workers each day that commuted to other counties in order to work. By the year 2,000, Crawford County had reversed this trend, now actually gaining a net of 44 workers daily, a shift of about 600 workers total. In 1990, Crawford lost about 200 workers daily to Grant County. By the year 2000, this had shifted to a daily gain of 55 workers; the shift partly caused by the closing of a large manufacturing employer in Grant County in the mid-1990s. In 1990, Crawford County realized a small gain of workers (65 workers) daily from the State of Iowa; by the year 2000 this gain had swelled to a gain of 629 workers driving from the State of Iowa to Crawford County in order to work. The State of Iowa is the only state bordering Wisconsin that, on average, has wages lower than Wisconsin's.

The time it takes a Crawford County resident to get to work increased in the last ten years as well. In 1990, the average Crawford County worker took 16.6 minutes to get to work, in the year 2000 that jumped to an average commute in minutes of 21.8.

	Crawford Co. residents commuting to listed county	Residents of listed county commuting into Crawford Co.	Net gain or loss of workers
Grant Co. WI	782	837	55
Vernon Co. WI	351	167	-184
Clayton Co. IA	264	737	473
La Crosse Co. WI	164	82	-82
Richland Co. WI	153	52	-101
Dane Co. WI	99	3	-96
Allamakee Co. IA	90	246	156
Iowa Co. WI	36	11	-25
Sauk Co. WI	22	not avail.	not avail.
Monroe Co. WI	21	7	-14
Elsewhere	249	111	-138



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

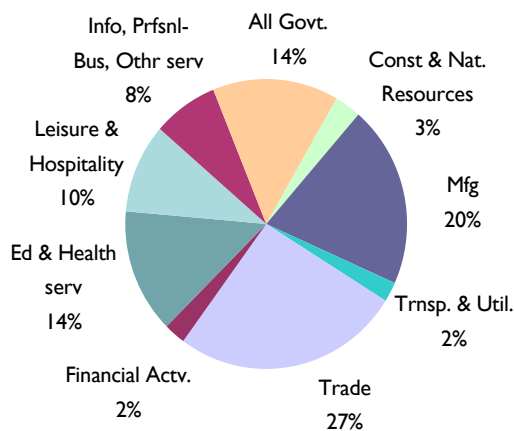
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and

to include all three North American countries in a uniform coding system.

NAICS provides more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be compared to one another even if the industries share the same or similar name. The new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for Crawford County in present and former coding systems.

Crawford County Industry Distribution: 2002



Some of the more notable changes include; transportation employment is grouped with warehousing and utilities and now comprises two percent of local jobs compared with three percent under SIC which also included communication. Most jobs in communication in NAICS are now classified under a new sector, information.

Wholesale and retail trade jobs declined to 26 percent of total employment in NAICS from 37 percent in SIC. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and

(Continued on page 7)

2002 Industry Employment in Crawford County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	245	3%	Construction & Mining	2%
Manufacturing	1,611	20%	Manufacturing	20%
Transportation, warehousing & utilities	182	2%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	2,072	26%	Wholesale trade	2%
			Retail trade	35%
Financial activities	197	2%	Finance, insurance & real estate	3%
Information, professional & business services, other services	602	8%	Services & misc (incl. agr, forestry, fishing)	23%
Education and health services	1,104	14%	Government	12%
Leisure & hospitality	811	10%		
Government	1,141	14%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Crawford County Workforce Profile

lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses one of Crawford County's strengths. Leisure and hospitality accounts for nine percent of all employment statewide and ten percent in Crawford. In addition, one can see the positive influence area tourists have on the retail trade and food serving sectors in Crawford County. With

the change to NAICS, it will also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the broader government sector.

The lists of top ten industries and employers in Crawford County uses the North American Indus-

Top 10 Industry Groups in Crawford County

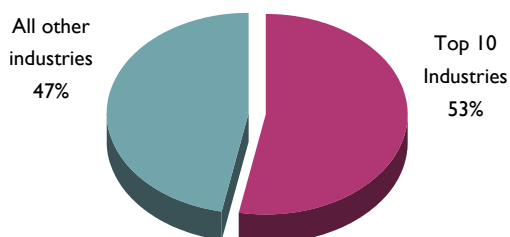
Industry Group	March 2003		Numeric change
	Employers	Employees	2002 - 2003
Nonstore Retailers	*	*	*
Nonmetallic Mineral Product Mfg	*	*	*
Educational Services	5	535	36
Food Services and Drinking Places	33	505	28
Wood Product Manufacturing	7	425	-8
Nursing and Residential Care Facilities	6	405	3
Plastics & Rubber Products Manufacturing	*	*	*
General Merchandise Stores	*	*	*
Hospitals	*	*	*
Justice, Public Order, & Safety Activity	5	235	-3

*data suppressed to maintain confidentiality

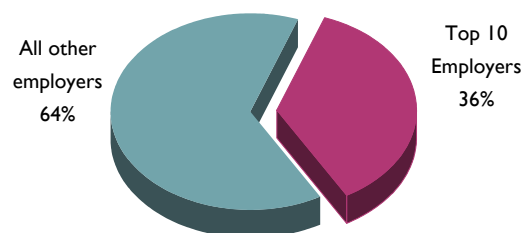
Top 10 Private Employers in Crawford County

Company	Product or Service	Size
Cabela's Wholesale	Mail-order houses	500-999
3M Company	Abrasive product manufacturing	500-999
Miniature Precision Components	Plastics product manufacturing	250-499
Wal-Mart Associates	Discount department stores	250-499
Prairie du Chien Memorial Hospital	Child day care services	250-499
Design Homes	Prefabricated wood building manufacturing	250-499
Prairie Industries	Packaging and labeling services	100-249
Clinicare Prairie du Chien	Residential mental health and substance abuse facilities	100-249
Cabela's Retail	Sporting goods retail store	100-249
Homeward Bound Crawford County	Services for the elderly and persons with disabilities	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Crawford County Workforce Profile

Turning now to a discussion of the impact of the county's industry composition on wages paid in the county, we see that Crawford County lags behind the state in its wage levels. In 2002, the average wage paid to employees in Crawford County was \$22,741 which is 30 percent below the state average. In two industrial sectors, financial activities and information, wages are about half the state-wide average.

Typically, major financial operations locate around metropolitan areas, which Crawford County is not. In addition, most of the major financial operations in Wisconsin take place in the eastern or south central parts of the state.

The information industry in Crawford County consists primarily of small newspaper publishers. Many

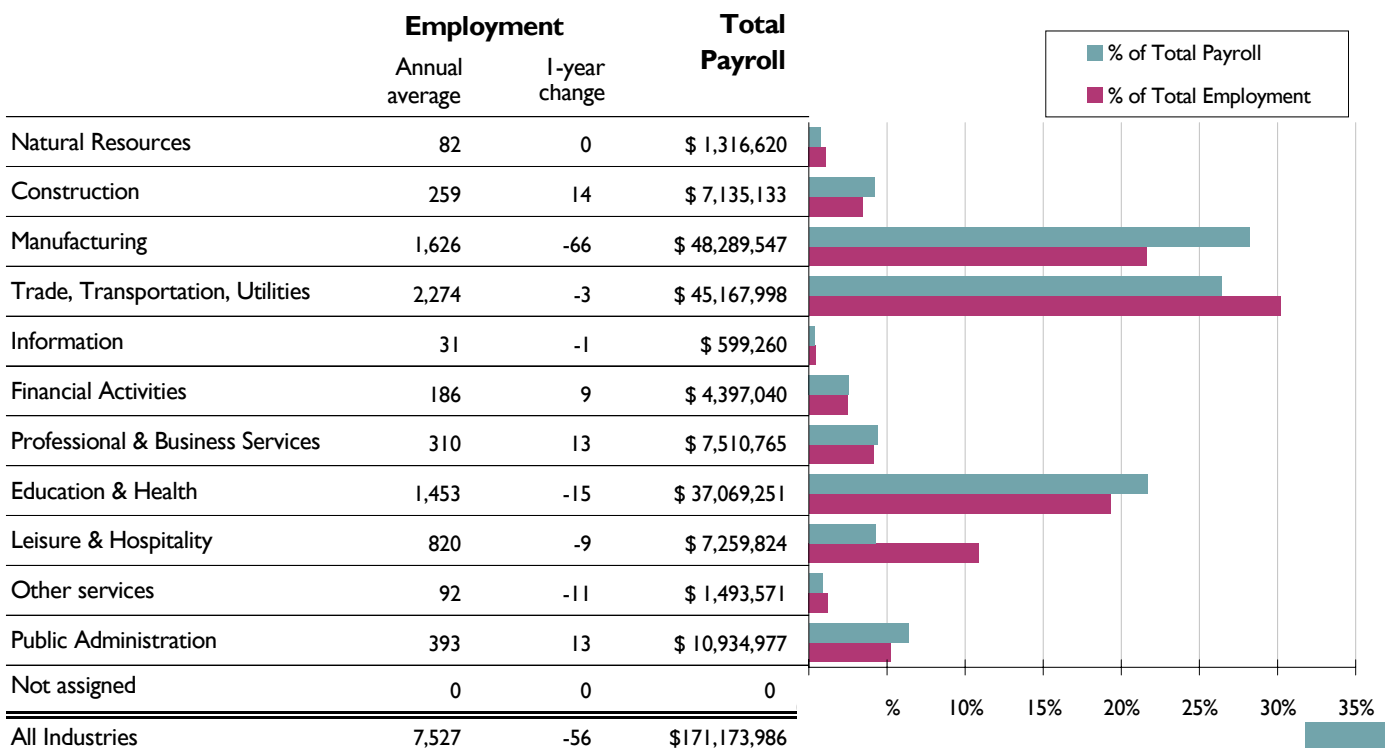
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Crawford County	Wisconsin	% change
All Industries	\$ 32,422	\$ 22,741	70%	4.6%
Natural resources	\$ 25,481	\$ 16,056	63%	-1.8%
Construction	\$ 39,649	\$ 27,549	69%	3.5%
Manufacturing	\$ 40,584	\$ 29,698	73%	1.3%
Trade, Transportation, Utilities	\$ 28,422	\$ 19,863	70%	10.4%
Information	\$ 38,871	\$ 19,331	50%	14.5%
Financial activities	\$ 40,337	\$ 23,640	59%	9.2%
Professional & Business Services	\$ 36,324	\$ 24,228	67%	10.1%
Education & Health	\$ 33,768	\$ 25,512	76%	2.9%
Leisure & Hospitality	\$ 11,837	\$ 8,853	75%	3.9%
Other services	\$ 19,500	\$ 16,234	83%	8.3%
Public Administration	\$ 33,769	\$ 27,824	82%	0.3%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

times the information industry, usually found in larger counties, include software design and publishing firms, data analysis and data entry firms, and various telecommunication firms. Generally, workers at these firms command a higher than average wage for their services.

2002 Employment and Wage Distribution by Industry in Crawford County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

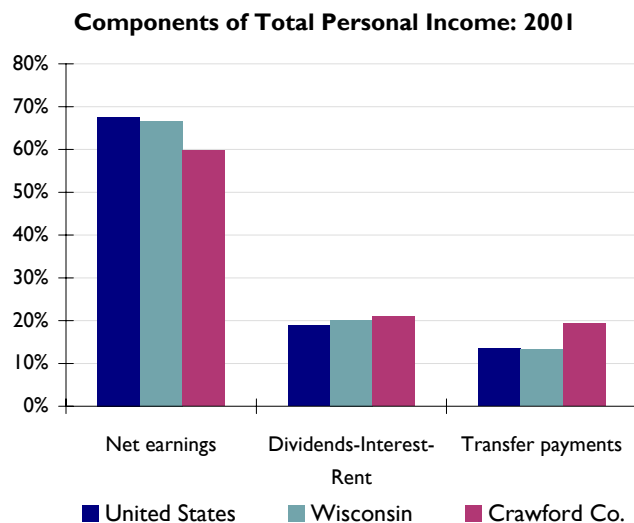
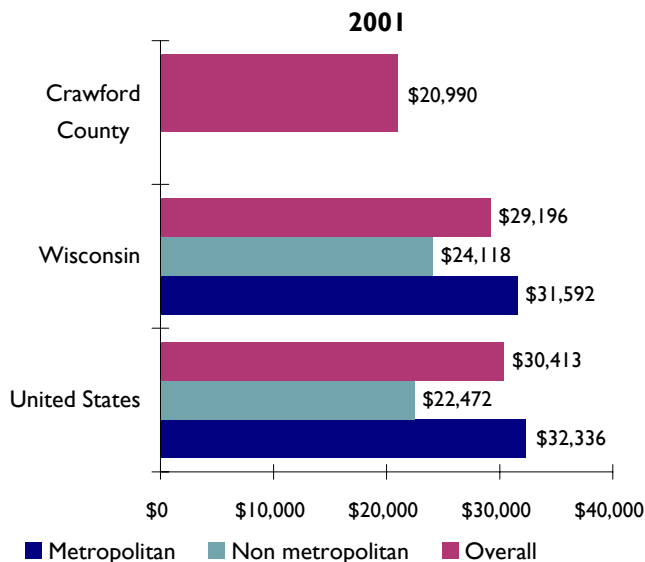
Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and housing available within a county.

Crawford County's PCPI growth rate has been respectable over the last five years, increasing 26.9 percent, exceeding the state and national growth rate of 25.3 percent.

Another way to consider the income level present in Crawford County is to look at the number of individuals living in poverty in the county. As reported in Census 2000, 7.2 percent of all families, 10.2 percent of individuals, and 24.3 percent of single mother families lived in poverty. All of these percentages are significantly higher than state average.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Crawford County	\$16,541	\$17,470	\$18,508	\$19,349	\$20,553	\$20,990	2.1%	26.9%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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